

C I T Y O F S E A L B E A C H

2016 STRATEGIC PLAN

MISSION STATEMENT

**The City of Seal Beach provides excellent city services to enhance the quality of life
and to preserve our small town character.**

THREE-YEAR GOALS

2016-2019 * not in priority order

- ▶ **Provide a quality beach and pier environment, including a restaurant**
- ▶ **Achieve short- and long-term fiscal sustainability**
- ▶ **Improve and maintain the infrastructure**
- ▶ **Attract, develop, compensate and retain quality staff**

STRENGTHS AND ACCOMPLISHMENTS OF THE CITY OF SEAL BEACH IN THE PAST YEAR

Brainstormed List of Perceptions

- Excellent customer service
- Hiring a great City Clerk
- Balanced budget
- Very responsive Police Dept.
- Great leadership
- New website
- Successful implementation of GASB 68
- Obtained a \$150,000 grant for the preparation of a Climate Action Plan
- The Police Dept. applied for and was granted a \$72,000 Hazard Mitigation Grant
- Codified the City Charter
- Provided safer crosswalks by the elementary school
- Successful relationship building with the Coastal Commission staff
- City partnership with LAUSD
- Saved the Blue House
- Kudos for efforts on the Homelessness Outreach Center
- Safety improvements to City Hall
- Successful Centennial
- Opened an office for the Police Dept. at City Hall with an external phone
- We're prepared for El Nino
- Quality new hires
- Received an award for excellence in financial reporting
- Eisenhower Park improvements
- Updated the City Emergency Plan
- DWP was entitled (Dept. of Water and Power)
- Put the Municipal Code online
- To facilitate openness and transparency of government, we caught up with scanning documents
- Countdown timers placed at PCH crosswalks
- Continued collection of long, outstanding past due revenues to approximately \$100,000
- Increased participation in Neighbor-to-Neighbor and bringing the program to new neighborhoods

- Cleaned and painted the gym
- Started an after-school swim class
- Created a mobile City Hall
- We reached out and met with Long Beach Transit
- Resurfaced a two-mile stretch of Westminster Ave.
- Updated citywide traffic surveys
- Successfully submitted a joint land use study (\$290,000) to study the navigational waters and berm replenishment
- Successfully collaborated with corridor cities regarding the 405 freeway
- Installed a SMART sprinkler controller
- We're installing the Big Belly trash cans citywide
- We've worked well together to put on special events on safety
- Made 1400 rescues at the beach
- Created a Shark Monitoring and Notification policy
- Safety improvements made in the bathrooms at Leisure World
- Secured grant funding of \$1,000,000 for BCI (Bicycle Corridor improvements)
- Achieved our state-mandated water conservation goal of 8%
- Successful launch of OpenGov, a link on the website
- Executed the Council goal regarding loud motorcycle mitigation
- Successfully lobbied against AB 1217 (OCFA re: fire service)
- Improved communication using sign boards
- Secured a consultant to do the Class and Comp Survey